

## ORDER



KSNV

## Orders

Order / Rev: 106413  
 Alt Order #: 06850947  
 Product Desc: HELLER FOR SENATE  
 Estimate:  
 Flight Dates: 09/12/12 - 09/18/12  
 Original Date / Rev: 09/10/12 / 10/01/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: Strategic Media Services, Inc.  
 Buying Contact:  
 Billing Contact:  
 3299 K St. NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Heller, Dean for U.S. Senate *Revised*  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	18	\$17,700.00	\$15,045.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$17,700.00	\$15,045.00	0.00
Totals	18	\$17,700.00	\$15,045.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	29%	\$17,700.00
Market	100%	\$61,034.48

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$13,427.59
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$10,375.86
KTUD	0%	\$0.00
KVVU	26%	\$15,868.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$3,662.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/13/12	M-F Today Show II 3rd H	M	9-10a	---T---	:30	1	\$200.002		0.00	NM	1	\$200.00
M-F Today Show II															
TODAY SHOW II															
		Start Date	End Date	Weekdays			Spots/Week	Rate	Rating						
Week:		09/10/12	09/16/12	---T---			1	\$200.00	0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/13/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	---T---	:30	1	\$200.002		0.00	NM	1	\$200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	---T---	1		\$200.00		0.00						
E 2	KSNV	09/17/12	09/17/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	M-----	:30	1	\$200.002		0.00	NM	0	\$0.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		M-F Today Show II 3rd Hr		9-10a	M-----	:30		(\$200.00)		0.00	NM		
Credited [credit]															
E 3	KSNV	09/12/12	09/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$200.00		0.00						
E 4	KSNV	09/12/12	09/14/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$100.003		0.00	NM	0	\$0.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		The Agenda 1230pm		1230-1p	--WThF----	:30		(\$100.00)		0.00	NM		
Credited [credit]															
2	KSNV	09/10/12-09/16/12		The Agenda 1230pm		1230-1p	--WThF----	:30		(\$100.00)		0.00	NM		
Credited [credit]															
3	KSNV	09/10/12-09/16/12		The Agenda 1230pm		1230-1p	--WThF----	:30		(\$100.00)		0.00	NM		
Credited [credit]															
E 5	KSNV	09/17/12	09/18/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$100.003		0.00	NM	0	\$0.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		The Agenda 1230pm		1230-1p	MT-----	:30		(\$100.00)		0.00	NM		
Credited [credit]															
2	KSNV	09/17/12-09/23/12		The Agenda 1230pm		1230-1p	MT-----	:30		(\$100.00)		0.00	NM		
Credited [credit]															
E 6	KSNV	09/12/12	09/14/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$200.003		0.00	NM	2	\$400.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	09/10/12-09/16/12		Days of our Lives		1258p-2pm	--WThF----	:30		(\$200.00)		0.00	NM		
Credited [credit]															
E 7	KSNV	09/17/12	09/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$200.003		0.00	NM	1	\$200.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$200.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KSNV	09/17/12	09/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$200.003		0.00	NM	1	\$200.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		Days of our Lives		1258p-2pm	MT-----	:30		<del>(\$200.00)</del>		0.00	NM		
Credited [credit]															
E 8	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--W-F--	:30	2	\$750.002		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W-F--	2		\$750.00		0.00						
E 9	KSNV	09/18/12	09/18/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$750.002		0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$750.00		0.00						
E 10	KSNV	09/12/12	09/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.002		0.00	NM	3	\$750.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--WTF--	3		\$250.00		0.00						
E 11	KSNV	09/17/12	09/18/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$250.002		0.00	NM	2	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MT-----	2		\$250.00		0.00						
E 12	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$2,400.00		0.00						
E 13	KSNV	09/18/12	09/18/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$2,400.00		0.00						
E 14	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.002		0.00	NM	1	\$8,000.00
SUN NIGHT FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$8,000.00		0.00						
													Totals	18	\$17,700.00